

ICC Winter Readiness Meeting Illinois Energy Efficiency Programs November 19, 2015

Tina M Yoder
Director Energy Efficiency, MidAmerican Energy Company





Discussion Topics


- Communication Channels
 - Consumer Protection and Outreach Messages
 - Leveraging Winter Preparedness and Energy Efficiency Education
- 

Communication Channels

- Mass Media Campaigns (Multi-media including radio, television, print, social media and digital)
 - “Times Change” Campaign – Nicor Gas
 - “Act On Energy” Campaign – Ameren
 - “Jump Start” Campaign – Peoples Gas & North Shore Gas
 - “The Power of Energy Efficiency” Campaign – MidAmerican
- Program-Specific Campaigns (Targeting specific homeowners, large and small businesses)
- Customer Communications (Email blasts, bill inserts, newsletters)
- Events (Community & multicultural events; Trade Ally Workshops)



Consumer Protection & Outreach Messages


- Safety and quality for our customers is priority
 - Screening of programs
 - Endorsement of Energy Star Products
 - Certified Program Allies/BPI Certified
 - Pro-active training, management and QA of program allies
 - Use of proven program implementers with safety KPI's
 - Post implementation review and verification
 - Evaluation, Measurement and Verification (EM&V) process
- 

Leveraging Winter Preparedness and EE Education

- Fall and winter key season for EE programs
 - Rebates and bundling deals
 - Trade ally awareness workshops
 - Bill inserts, newsletters and targeted campaigns
- Maximize savings for customers when they need it most
- New products or rebates - Smart Thermostats
- Leverage Trade Ally activity and promotions
- Eliminating old possibly unsafe equipment
- Offer customer a range of ways to participate (no-/low-cost and higher investment)
 - Leveraging on-bill financing to promote high cost upgrades



Communication, Partnership and Customer Engagement

- Collaboration between utilities, non-profits, Chicago, municipalities and DCEO
 - Leveraging skilled and trained workforce
 - Frequent communications through multiple channels
 - Education and training opportunities
 - Ease in participation
- 



Questions?

